Thematic Course
Gastronomy and Health
- Ideation workshop

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Programme

• Innovation: definition, types and processes
• Ideation workshop: from 100 ideas to 3 concepts!
• Session with Peter Ottesen about business model canvas
What is innovation?

Innovation is defined as the development and implementation of new ideas by people who over time engage in transactions with others within an institutional order.” (Van de Ven, 1986)

“Change that creates a new dimension of performance” (Drucker, 2002)

“Innovation is the successful exploitation of ideas” (DTI, 2004)

“Innovation is the creation of something that improves the way we live our lives” (Obama, 2007)

Novelty

Usefulness and diffusion

Product, service, process, system
Types of innovation

1. Base/Existing
2. Improvement
3. Next generation
4. Radikal

Markedsinnovation =>
1. Replace current
2. Expand assortment/line extension
3. Enter new categories
4. Create new categories/segments

Support

Incremental

Substantial

Radikal

Teknologi innovation =>
Discussion

• Discuss in pairs: What innovative food products can you think of?
• What makes them innovative?
• What kind of innovation is it?
The phases of a product development process

- Idea generation (stage 0)
- Define concept (stage 1)
- Discover – business case (stage 2)
- Development and testing (stage 3)
- Deliver – launch (stage 4)
- Evaluate (stage 5)

Source: Cooper (1994)
Double Diamond design process

- Discover
  - Market research
  - User research
  - Managing information
  - Design research groups.
- Define
  - Project development
  - Project management
  - Project sign-off
- Develop
  - Multi-discipl. working
  - Visual management
  - Development methods
  - Testing
- Deliver
  - Final testing, approval and launch
  - Targets, evaluation and feedback loops

Design Council
Ideation workshop
Your case challenge

• Write down your case challenge and the preconditions from your case company
• What is the potential of the solution to the challenge (what can be gained? And for whom?)
Opportunity analysis

• Identify areas of opportunities for new innovative solutions in relation to your case
• These areas are used next to brainstorm on
Brainstorming rules

The rules:
Go for quantity
Always say yes!
Don´t judge (there is plenty of time for that later)

Format:
Write *one idea* down on each post-it
Name your ideas
Draw illustrations if possible
Brainstorm 1: by yourself

- Generate as many ideas as possible – at least 10!
Brainstorm 2: in your group

- Look at the ideas in your group
- Can you combine some of the ideas?
- Brainstorm on new ideas – at least 50
Brainstorm 3: with words

- When hearing the words make associations to create new ideas – 2 min for each word
Clustering

• Categorize your ideas into themes and name them accordingly
• Keep organizing until you find appropriate clusters of ideas
Brainstorm 4, Brainwriting

• Each group member circulate around to the other groups and add your ideas (*each team use specific color post-its for reference*)

• Take some time to get an overview of and understand the new ideas
Evaluation and selection

• What are your team’s criteria to the solution you are to develop?
• Write these down (at least 5 criteria)
Dot voting

- Each group member gets a total of 10 votes
- Mark the favorite ideas with a dot, keeping in mind your selection criteria
- Select 10 ideas with most dots to take further in the process
Weighted idea selection

• Rate your criteria from 1-10, where 10 is the highest score
• Give every idea points based on the criteria
• Calculate total scores for each idea
• Select the top 3 ideas with most points (?)
Describe in details your ideas and create 3 concepts

• Name your concepts
• Describe the product/process
• Who are the customers and end-users?
• Can you describe the user experience?
  – E.g.: Sensoric, interaction, situations, associations/storytelling, health benefits
  – => Value creation? ?
• What kind of innovation is it (potentially)?
Present and get feedback

- Each group presents and gets feedback
- Focus the feedback on where you see potential
The 'double diamond' design process model

Fuzzy front end of innovation:

Stanford University - D-school’s creative methods:

Brainstorm technique - morphology table:
- Cross, Nigel 2008. Engineering design methods - Strategies for product design. John Wiley & Sons Ltd

Brainstorm technique – reverse brainstorm

Categorisation/Affinity diagram:

Idea selection:
- Pugh, S., 1981: Concept Selection – a Method that works